



If You Read the Newspapers

THAT footwear is the most important article of feminine apparel these days can be verified any time any day in any of the shopping streets of Washington.

---You must be aware of the fact that the craze for fancy feminine footwear is greater than ever this fall.

The article below constitutes an unsolicited compliment to Berberich Shoes from the Woman's Editor of The Washington Herald, which appeared on the second page of that paper, Thursday, September 28, 1916.

FOOTWEAR FOR MILADY IN BEWILDERING ARRAY

Berberich's Avenue Store Shows the Latest Modes and Shades.

Fashionable footwear in the latest autumn modes and shades, carefully selected from the best imported and domestic stock, is being shown to feminine shoppers in the pale-green and gold salon reserved for feminine patronage at Berberich's Avenue Store. The display is bewildering and irresistible to the smart woman who knows that a costume is made or marred by a shoe, and that the Parisienne's reputation as the best-dressed woman in the world is due in large part to being faultlessly shod.

One glimpse at footwear at Berberich's is assurance that the American woman of discriminating taste will match her shoes to her gown this season. The friendly black shoe of other years is hopelessly passe, unless worn with a somber gown. But from a fashionable standpoint, colors are the vogue for footwear—light colors, too—white, champagne, mauve, ivory and all shades of brown from sepia and Van Dyke through putty-color and chocolate. The popular patent kid and patent leather of other days is scarcely to be seen, and cloth tops are practically ex-

tinged. Instead there are soft, flexible kids with high, graceful heels and tops fully three inches higher than the conservative high shoes of former seasons. Smartness and daintiness are the salient features of the new footwear, which is invariably worked out in two tones—the shoe proper being of black or blue or bronze kid with the top matching the heels and fashioned of champagne, white or ivory. A slender design cut from the darker kid is a finish around the upper edge and the final touch is given to the ensemble by small stitching in a conventional design.

Laced shoes have the greater preference over buttoned and, even from the latter, the homely but serviceable black button of other days is missing. Fancy and frivolous little buttons of cut steel or some other metal, priced at the trifling sum of \$1 per dozen, are the last word in ornamentation on dressy shoes.

For walking and sports there are swaggy little flat-heeled boots in tan or white, and for evening wear the slippers are quite irresistible. Mr. Berberich was foresighted enough to prepare for the effect of the war upon the output of the special dye which made bronze slippers the much-to-be-desired adjunct to smart evening gowns last season and there is a complete stock in bronze awaiting early customers. The latest slippers are without buckles or chignon bows and have beaded toes as the only ornamentation. Gold beads are used on bronze slippers, and black satin ones are particularly chic with cut steel or beads to match the color of the gown.

THAT fancy feminine footwear makes the most ordinary costume seem distinctive, whereas the most elaborate gown will not atone for somber shoes is to be seen at a glance wherever you go.



MAIN STORE
1116-22 7th St.

LA FRANCE

Shoes for Women
\$4.00 to \$9.00

La France Models for this Fall represent the highest type of shoe designing and modeling.

The clever two-tone effects and the new Autumn shades are shown in La France Shoes in their utmost perfection. You can select from over fifty models with the confidence that you will be securing the utmost in style and satisfaction there is to be had in footwear.

Furthermore, La France prices are within the reach of all purses, despite the rising cost of shoe production.



BRANCH STORE
813 Penna. Ave.

Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868